PROPOSED FINAL



COUNCIL for QUALITY GROWTH

2027 ADVOCACY AGENDA



ABOUT THE COUNCIL

A REGIONAL VOICE FOR GROWTH & DEVELOPMENT

For more than four decades, the Council for Quality Growth has served as the voice of metro Atlanta's growth and development industry—bringing the public and private sectors together to shape policies that support a competitive economy, strong communities, and responsible growth.

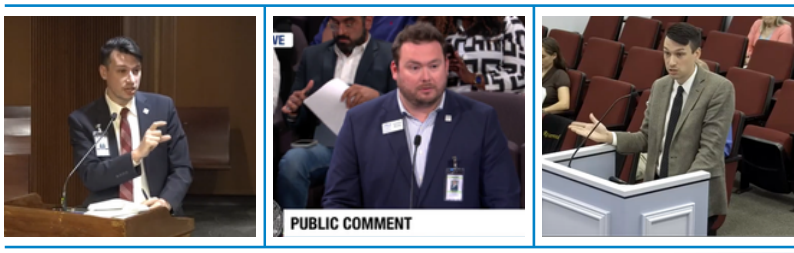
Founded in 1985, the Council for Quality Growth is a not-for-profit trade association representing the businesses and professionals that build and invest in metro Atlanta and Georgia. Its membership brings together developers, builders, contractors, engineers, architects, planners, attorneys, financial institutions, Community Improvement Districts, and other organizations working at the intersection of public policy and private investment. Today, the Council is engaged across 11 counties and 87 local governments, giving the development community a coordinated voice across jurisdictional boundaries that individual projects—and the challenges facing a growing region—rarely respect.

The Council's work is grounded in advocacy, information, and education. Its policy team works directly with elected officials, local government staff, state agencies, regional authorities, and other stakeholders on the decisions that determine how and where the region grows. That work includes zoning and land-use regulation, permitting and development processes, transportation and transit, water and sewer infrastructure, housing, environmental policy, development finance, and legislation before the Georgia General Assembly. Through research, legislative engagement, task forces, regional partnerships, and regular advisory roundtables, the Council provides its members both an early understanding of emerging policy issues and a meaningful seat at the table as those policies are developed.

BORN FROM GROWTH

The Council itself was born from one of metro Atlanta's defining periods of growth. In the mid-1980s, Gwinnett County was expanding at a pace virtually unmatched in the nation. Economic development was accelerating while infrastructure struggled to keep pace, creating new questions about land use, public services, environmental protection, and the proper balance between development and regulation. Developers, builders, bankers, architects, engineers, and other industry leaders responded by forming the Council for Quality Growth in 1985, united by the idea that the development community should be an active and constructive participant in shaping the policies governing that growth. As metro Atlanta expanded, so did the Council. In 2003, the organization formally expanded its mission beyond its Gwinnett roots to serve the broader region.





EST. 1985
More than four decades of advocacy

11 COUNTIES
A growing regional footprint

76 CITIES
Working across jurisdictional lines

REGIONAL VOICE
For the growth and development industry

MEET THE 2027 POLICY TEAM

The Council's policy work combines decades of development-industry experience, government and public-affairs expertise, and professional planning knowledge. Together, the team monitors policy across metro Atlanta and Georgia, develops the Council's advocacy positions, and works directly with elected officials, government staff, members, and regional partners to advance balanced and responsible growth.



MICHAEL E. PARIS

President & CEO

Michael Paris has led the Council for Quality Growth since late 2003, overseeing its evolution from its historic roots in Gwinnett County into one of metro Atlanta's leading regional development and public-policy organizations. A Cobb County native, Michael brings more than 45 years of experience in real estate development, brokerage, land-use planning, and association management. He earned his degree in real estate from Georgia State University and serves in leadership roles throughout metro Atlanta's business community, including with the Cobb, Gwinnett, and Georgia chambers of commerce. He is also active with organizations including NAIOP, the Urban Land Institute, and the Atlanta Commercial Board of REALTORS and is a graduate of Leadership Cobb and the Atlanta Regional Commission's Regional Leadership Institute. Under Michael's leadership, the Council has significantly expanded its geographic reach, membership, policy presence, and relationships with public-sector leaders.



MATTHEW YARBROUGH

Vice President, Policy & Government Affairs

Matthew Yarbrough leads the Council's policy and government affairs work, developing and communicating positions on land use, infrastructure, transportation, housing, environmental policy, regulation, and legislative issues while managing the Council's relationships with elected officials and policymakers throughout metro Atlanta and Georgia. Prior to joining the Council in 2025, Matthew served as a public affairs and political strategist for many years, working with local and state leaders across metro Atlanta. He also previously served as Outreach Director and District Director for U.S. Rep. Carolyn Bourdeaux. He holds bachelor's degrees in Political Science, International Affairs, and History from the University of Georgia and a master's degree in Political Science from the University of Colorado Boulder. A graduate of Leadership Gwinnett and ARC's Regional Leadership Institute, he also serves as Chairman of the Gwinnett Chamber Foundation Board of Directors and on the Gwinnett Coalition Board.



CARSON BROWN

Senior Policy Analyst

Carson Brown supports the Council's advocacy at the local, regional, and state levels through policy research and analysis focused on land use, infrastructure, transportation, housing, regulatory policy, and environmental planning. Working closely with Council members, Carson monitors proposed ordinances, plans, legislation, and regulatory changes across the region and helps translate complex policy questions into actionable information for the development community. Before joining the Council in 2024, Carson worked as an Urban Planner with Pond & Company, where he helped prepare long-range plans and development-code updates for communities throughout metro Atlanta. Carson holds both a Master's in Urban Planning and Design and bachelor's degrees in History and Political Science from the University of Georgia, giving the policy team an important practitioner's perspective on public policy.



COUNCIL for QUALITY GROWTH

GEORGIA GENERAL ASSEMBLY

ADVOCACY PRIORITIES

LEGISLATIVE PRIORITIES AND POLICY POSITIONS
FOR THE STATE GOVERNMENT



GEORGIA GENERAL ASSEMBLY PRIORITIES

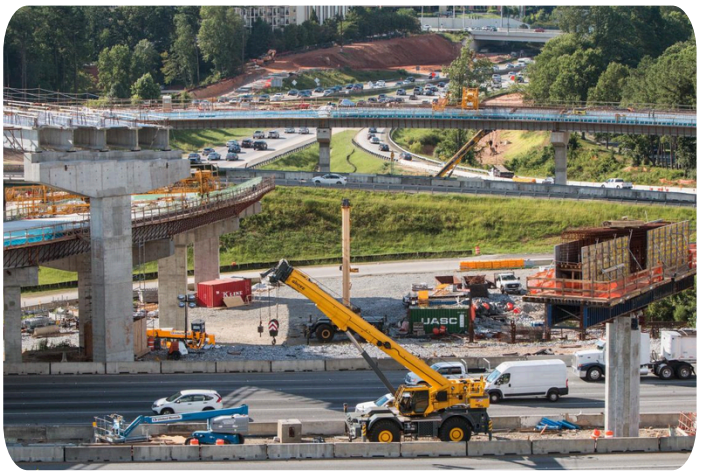
ECONOMIC DEVELOPMENT AND JOB CREATION

- Support legislative initiatives that create, recruit, and expand Georgia's workforce to promote economic mobility and prosperity.
- Continue to support digital innovation through proven state tax incentives and reliable regulatory landscapes around data center infrastructure.
- Support any legislation that continues or enhances the current structure and functions of Community Improvement Districts and Development Authorities.
- Promote policies that would positively impact our business climate and are not discriminatory in nature.
- Oppose legislation that imposes additional restrictions on the development, banking, and business communities.
- Support requiring public agencies and local governments to select engineering and architectural services based on competence and qualifications through Qualification Based Selection instead of by low bidding.

TRANSPORTATION

- Support measures to expand and streamline the operation and funding of metro Atlanta's transit systems and across the state.
- Support policies that seek to enhance Georgia's freight & logistics infrastructure.
- Support increased funding to the Georgia Transportation Infrastructure Bank (GTIB), with additional investment specifically directed to projects sponsored by Community Improvement Districts.
- Support the continued investment in innovations in transportation technology to keep moving the state forward.
- Maintain stable transportation funding established under House Bill 170, the "Transportation Funding Act of 2015," and encourage continued regional transit planning through partners like Georgia Transportation Efficiency Agency (GTEA) and the Atlanta Regional Commission (ARC).







GEORGIA GENERAL ASSEMBLY PRIORITIES

WATER, LAND USE, AND ENVIRONMENTAL REGULATION

- Promote effective water management policy to ensure adequate sources of clean water to meet the needs of Georgia's growing population and businesses.
- Support legislation that allows for greater flexibility in use of land that has water bodies on it and encourage efficiency in the permitting process.
- Continue funding support of the Metropolitan North Georgia Water Planning District.
- Continue support of the existing brownfield programs, including additional funding.
- Support policies to improve the state's stormwater management practices to enhance water quality, mitigate flooding, and ensure our continued quality of life.
- Oppose legislation that infringes on Georgia citizens' property rights.

HOUSING REGULATION

- Support legislation that focuses on economic development tools and incentives, impact fee waivers, funding mechanisms, new planning models and zoning codes, and new housing types, to enable the development and redevelopment of more workforce and affordable housing, including through Workforce and Residential Infrastructure Districts.
- Support safe and affordable options for alternative building materials and methods, and flexible building codes that do not over-restrict industry options.
- Oppose legislation that limits the rights of housing investors and support free-market housing principles.









COUNCIL for QUALITY GROWTH

LOCAL CITY AND COUNTY

ADVOCACY PRIORITIES

POLICY PRIORITIES AND POSITIONS FOR
LOCAL CITY AND COUNTY GOVERNMENTS







LOCAL CITY AND COUNTY PRIORITIES

ECONOMIC DEVELOPMENT AND JOB CREATION

- Support policies that bolster economic development tools and incentives, such as local tax credits, opportunity funds, tax allocation districts, special service districts, and other mechanisms to incentivize growth and development.
- Continue to support digital innovation through reliable regulatory landscapes around data center infrastructure.
- Encourage policies that maintain a competitive business climate in metro Atlanta by ensuring local taxes and fees remain fair and predictable, permitting and regulation is efficient, and oppose discriminatory or unnecessary mandates that could deter business investment.

LAND USE

- Support the updating and modernization of comprehensive plans and zoning codes to guide growth–implementing unified development or form-based codes to streamline approvals and accommodate new development types.
- Discourage arbitrary or excessive land use restrictions including open-ended development moratoria or overly prescriptive design requirements that would inflate housing and development costs and deter investment.
- Encourage the streamlining of local development review processes and reduce unnecessary regulations and duplicative bureaucracy, lowering costs and delays for projects.
- Encourage infill redevelopment and adaptive reuse of blighted properties to make efficient use of existing infrastructure and limit sprawl.
- Foster regional coordination of land use and infrastructure planning across jurisdictions to ensure consistent growth patterns, shared resources, and connected transportation networks.
- Support policies that prioritize transit-oriented, mixed-use development in designated regional centers and corridors. Encourage zoning and subarea plans that allow higher density and walkable infill where transit and jobs are concentrated.







LOCAL CITY AND COUNTY PRIORITIES

HOUSING REGULATION

- Support policies that provide local incentives to expand housing supply and affordability including impact-fee waivers, density bonuses, expedited permitting, and public financing that enable more workforce, market-rate, and affordable housing to be built.
- Encourage ordinances that enable a diversity of housing types in local zoning by allowing accessory dwelling units, duplexes, townhomes, tiny homes, and other "missing middle" housing by right in appropriate areas to meet different income levels and lifestyles.
- Support policies that offer development bonuses or fast-track approval for developments that include a significant portion of affordable or workforce housing.

TRANSPORTATION

- Support measures to expand and streamline metro Atlanta's transit systems and improve the region's freight/logistics corridors.
- Encourage dedicated local funding (e.g. SPLOST, bonds, and toll revenues) for road and transit improvements, maintenance and safety upgrades.
- Promote public-private partnerships and other innovative financing approaches to accelerate critical highway, transit and multi-modal projects.
- Oppose any actions that would undermine dedicated transportation funding or impose arbitrary restrictions that could delay key infrastructure projects.

WATER AND ENVIRONMENTAL REGULATION

- Promote effective regional water management and planning and investment in water supply to ensure adequate sources of clean water for metro Atlanta's growing population and economy.
- Encourage proactive funding and upgrading of water and wastewater infrastructure across jurisdictions to meet current and future demand.
- Enhance stormwater management by encouraging local governments implement local funding mechanisms to support needed improvements, and continue to work with regional water management agencies on updates to the Blue Book and adapting Total Suspended Solids (TSS) and Runoff Reduction Volume (RRv) standards.









COUNCIL for QUALITY GROWTH

COMMUNITY IMPROVEMENT DISTRICT

ADVOCACY PRIORITIES

POLICY PRIORITIES AND POSITIONS FOR
COMMUNITY IMPROVEMENT DISTRICTS (CIDs)











COMMUNITY IMPROVEMENT DISTRICT PRIORITIES

SUSTAINABLE FUNDING & INVESTMENT

- Support increased and dedicated investment in both the Transit Trust Fund and the Georgia Transportation Infrastructure Bank (GTIB), including funding opportunities that recognize the significant local match, project development, and private-sector investment generated by Community Improvement Districts.
- Support creation of additional state funding tools for project readiness and local match, including funding for preliminary engineering, design, right-of-way, utility relocation, and required matching funds that can help advance locally supported CID infrastructure projects toward construction.
- Encourage flexible local funding partnerships that allow CIDs, cities, counties, and other public entities to leverage CID revenues alongside SPLOST, bonds, grants, special service districts, and other appropriate financing tools to accelerate infrastructure investment.
- Promote coordination when Tax Allocation Districts, Special Service Districts, or other overlapping financing mechanisms are proposed within an existing CID, including early consultation, fiscal transparency, and consideration of existing CID investments and obligations.
- Evaluate long-term strategies to maintain the fiscal sustainability of CIDs as commercial corridors redevelop into increasingly mixed-use environments, while avoiding changes to Georgia's CID taxing authority without broad consensus among CID stakeholders.

TRANSPORTATION & MOBILITY

- Ensure Community Improvement Districts have meaningful opportunities to participate in regional and state transportation planning and funding discussions, including those involving the Georgia Transportation Efficiency Authority (GTEA), GDOT, ARC, transit agencies, and other transportation partners.
- Support state and local policies that preserve flexibility for CIDs to invest in transit and mobility services, including shuttles, first- and last-mile connections, transit-supportive infrastructure, transportation demand management, and other locally appropriate mobility programs.
- Encourage public-private partnerships and streamlined project-delivery practices that allow CID-funded planning, engineering, design, and local match contributions to efficiently leverage larger state, regional, and local transportation investments.







COMMUNITY IMPROVEMENT DISTRICT PRIORITIES

GOVERNANCE & PARTNERSHIP

- Preserve and strengthen Georgia's Community Improvement District framework and oppose unnecessary statutory or regulatory restrictions that would diminish the ability of CIDs to respond to the infrastructure and economic-development needs of their districts.
- Support the creation, expansion, and continuation of Community Improvement Districts where supported by affected commercial property owners and local governments, including development of model local-act, petition, resolution, and other resources that can simplify and modernize the process.
- Maintain flexibility for individual CIDs and their local government partners to develop governance structures appropriate to local circumstances, while approaching statewide changes to CID governance or enabling authority only where sufficient consensus exists among CID stakeholders.
- Promote productive partnerships between CIDs and local governments by recognizing CIDs as complementary public-private investment partners rather than substitutes for core governmental infrastructure and service responsibilities.
- Protect reasonable flexibility in CID operations, procurement, planning, project development, and partnerships so districts can efficiently respond to changing economic conditions and community needs.

DISTRICT INNOVATION & COMPETITIVENESS

- Support the ability of CIDs to partner with local jurisdiction for appropriate technology that improves mobility, public safety, infrastructure management, and district operations, including cameras, license plate recognition systems, intelligent transportation systems, and emerging technologies, subject to applicable privacy and public-safety safeguards.
- Promote greater understanding among state and local policymakers of the role and economic impact of Community Improvement Districts, including their ability to leverage private-sector assessments into transportation, infrastructure, public-safety, beautification, and economic-development investments.
- Develop and maintain an internal biennial census of Georgia Community Improvement Districts to quantify their geographic reach, assessed value, revenues, infrastructure investment, transportation activity, and other available measures that strengthen the Council's advocacy and communications efforts and allow for a data hub of CIDs.

